



**FORT POINT CHANNEL LANDMARK DISTRICT COMMISSION  
PUBLIC HEARING MINUTES**

*Held virtually via Zoom*

**OCTOBER 8, 2020**

**Commissioners Present:** David Berarducci, John Karoff, Susan Goganian, Thomas Rodde

**Commissioners Absent:** Lynn Smiledge

**Staff Present:** Mary Cirbus, Preservation Planner; Joseph Cornish, Director of Design Review

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**6:00 PM** D. Berarducci called the public hearing to order.

**I. DESIGN REVIEW**

**APP # 21.0231 FPC**

**308 CONGRESS STREET**

Applicant: Stephen Fleshman, Architect

Proposed work: At the museum plaza and Congress Street elevation, install signage, lighting, barn door, and planters.

Stephen Fleshman was the project representative. There were also several members of the project team present, including Natalie King. He explained the scope of work to the Commissioners, including the installation of a repurposed barn door, signage, lighting, and planters. He further explained that the barn door is required for company branding. The existing aluminum storefront system will remain. The planter will screen the lower portion of the barn door which does not extend to the ground.

The Commissioners began with discussing the barn door, which will be repurposed from the former Chestnut Hill store, but does not fit appropriately with the opening. There was dialogue between the Commissioners and the applicants regarding ways to make the door more appropriate for the opening. D. Berarducci and T. Rodde suggested that the door be raised so that the tract aligns with the bottom of the concrete transom so that it does not intersect the middle of the transom. T. Rodde supported making the planter higher to make the barn door appear as though it functionally covers the opening. Mr. Fleshman suggested adding an additional piece of lumber to the barn door to give the illusion that the door is taller than it appears. D. Berarducci noted that the door material should have a coarse finish to reinforce the marine industrial nature of the district. The applicants pushed back on changing the finish of the door.

The planter will be mounted to the new bottom of the door so that it appears to be taller than it is. The new piece will be added to the bottom of the door so that you cannot tell.

The Commissioners next moved on to discussing the signage. S. Goganian expressed that the proposed sign at the museum plaza is far too large. The applicants pushed back and a dialogue followed regarding the size of the sign. The proposed plan is 6' x 10'. The Commissioners suggested making the sign smaller to account for the downspout and



decreasing the lighting to 2. They also noted that the placement of the sign should have a relationship with the architectural elements of the building.

D. Berarducci also requested that the door and planter do not block the granite bumper.

During public comments, Amy Aurebach (Boston Childrens' Museum) expressed support for the project. Sara McCammond offered thoughts on the correlation between the barn door and the Hood Milk Bottle.

**T. Rodde motioned to approve the application with the following provisos:**

- **That the applicants provide mockups of each of the sign sizes and placements as discussed to staff and the Commission as soon as possible;**
- **That the configuration of the barn door be altered as discussed to appear to be continuing below the planter; that the placement of the barn door be raised so that the track aligns with the bottom of the lintel and slid to the left to expose the granite bumper; and**
- **That the lighting be reduced from three to two if the reduction in sign size necessitates it.**

**S. Goganian seconded the motion. The vote was 4-0 (Y: DB, JK, SG, TR) (N: None) (Absent: LS).**

**APP # 21.0232 FPC**

**346 CONGRESS STREET**

Applicant: Santander Bank c/o Prince Lobel Tye LLP

Proposed work: At the ground level storefront, install signage and lighting at the signband and relocate a banner sign.

Mike Ross was the project representative. He explained the scope of work to Commissioners which is to relocate the existing banner sign (already relocated once) back to its original location at the request of the condo board, and to add signage lit by three gooseneck fixtures at the signband above the entrance. The blade sign is existing and was approved in August 2019.

The Commissioners began discussing the banner sign. They thought the current position was more appropriate. The lighting on the banner sign (which was not approved by the Commission) will shut off at 10:00 pm nightly. J. Karoff and T. Rodde agreed that adding the signage at the signband will create excessive signage at the storefront. S. Goganian commented that the blade sign and the banner sign are duplicative. D. Bernarducci thought that the new signage is appropriate. He added, however, that the lights at the banner sign must be removed.

During public comment, Sara McCammond asked about the sign at the signband and inquired how 10:00 pm was determined as the time to shut off the light when the bank closes at 5:00 pm.

The base of the gooseneck fixtures will be mounted via a disk. All conduits will be internal. The letters will be pin-mounted into the signband without a structure behind it. The Commission will require that the letters will have a brushed metal finish.



Brenda Cirincione offered additional public comment and added that the banner sign is actually quite noisy. The residents believe the banner sign will be less noisy once relocated. She also noted that the no other storefronts on the street have fixtures that shine down on the sidewalk. Mr. Ross added that the light will be directed 110° back onto the building.

**S. Goganian motioned to approve the application with the following provisos:**

- **That the holes left as a result of relocating the banner will be patched and filled;**
- **That the banner lighting will be removed;**
- **That the Commission supports the plan to turn off the light fixtures nightly at 10:00 PM;**
- **and that the lettering at the signband will be pin-mounted directly into the signband itself.**

**J. Karoff seconded the motion. The vote was 3-0 (Y: DB, JK, SG) (N: None) (Absent: LS, TR).**

**APP # 21.0235 FPC**

**300 A STREET**

Applicant: Channelside Acquisitions, LLC

Proposed work: At the ground level windows along A Street and Necco Court install vinyl window graphics. At the A Street façade install a blade sign.

Liz Farrell and Olivia Sherry were the project representatives. They explained that they propose to install window vinyls along the windows at A Street and Necco Court. They also propose an illuminated blade sign at the entrance on 300 A Street. The vinyl graphics will be installed from the interior. The signage is advertising the adjacent development at Channelside and will be installed for three years.

The Commissioners felt that the proposed signage is aggressive, especially for a three year term. They wondered if the signage could be reduced to only selected panes within each window. A discussion followed regarding the proposed opacity/ translucency of the panels. The Commissioners suggested making each vinyl panel semi-transparent to allow light to shine through.

Next the Commissioners discussed the blade sign. Staff suggested that the lettering/ sign face colors be reversed so that the face is black and the lettering is white. Illuminated lettering is allowed.

During public comment, Sara McCammond commented that the blade sign was confusing and that the proposed vinyl signage is a surprising departure for the district and sets a troubling precedent. She noted that the vinyl signage has a billboard-like appearance which is not allowable in the district.

Staff suggested that the proposed signage may not meet Boston sign code. The Commissioners determined that they should continue this portion of the application for



more information as to whether the proposed signage is allowed. The blade sign could be approved.

**D. Berarducci motioned to approve the blade sign with the proviso that the design is reversed in illumination, meaning that the text is illuminated and that the face is opaque, and that the sign is attached to the building via the mortar joints so as not to cause undue damage to the brick; and to continue review of the vinyl signage at the windows pending more information from BPDA as to whether the proposal meets Boston sign code. If it is allowable, the applicants must revise the proposal so that the signage is limited to two center panes only. S. Goganian seconded the motion. The vote was 3-0 (Y: DB, JK, SG) (N: None) (Absent: LS, TR).**

**APP # 21.0238 FPC**

**22 Boston Wharf Road**

Applicant: Artists for Humanity

Proposed work: At the Stilings Street parking garage façade install public art sculpture.

George Mallet, Haiden Hodgson, Hannah Fallon, and Shawn Newman were the project representatives. Ms. Hodgson explained the project team made several revisions as requested during the advisory review. She explained that the waves at the ground level have been made slightly fatter. She also showed photograph mockups from different areas.

She also showed that the fasteners are now hidden. Staff also showed a photograph of the mockup. Ms. Hayden also noted that the color of the mockup is not accurate and that it will be more teal as installed.

The Commissioners expressed their appreciation for the proposed installation.

During public comment, Sara McCammond expressed her support for the project.

**S. Goganian motioned to approve the application as submitted. J. Karoff seconded the motion. The vote was 3-0 (Y: DB, JK, SG) (N: None) (Absent: LS, TR).**

**II. ADVISORY REVIEW: 22 BOSTON WHARF ROAD**

The applicants opted to postpone their advisory review to the next hearing.

**III. Ratification of Meeting Minutes from 9/10/2020 and 8/13/2020**

Ratification of meeting minutes was postponed due to lack of quorum.

**IV. STAFF UPDATES**

There were no staff updates.

**V. ADJOURN – 8:12 PM**



City of Boston  
Environment



City of Boston  
Mayor Martin J. Walsh

**J. Karoff motioned to adjourn the hearing. D. Berarducci seconded the motion.  
The vote was 2-0 (Y: DB, JK) (N: None) (Absent: SG, LS, TR).**